

The American Perfumer

AND ESSENTIAL OIL REVIEW

JANUARY 1954

IN TWO SECTIONS—SECTION TWO

Published by Moore Publishing Company, Inc.,
Publication Office: Emmett Street, Bristol, Conn.
Editorial and Executive Offices: 48 West 38th Street, New York, N. Y.

Index Vol. 62

July-December 1953

A Youthful Idea for Old-Timers' Club, an editorial—451
Abrasive methods for treating skin defects, New . . . —428
Abstracts, Technical—65, 141, 225, 309, 385, 457
Accelerated shelf tests—179
Additive for rubbing alcohol—207
Address printer—51
Advertising—42
—Funds, How Cosmetic Firms Allocate . . . by Roger Barton—349
—Point-of-purchase . . . —440
Aerosol bottle, New . . . —48
—Festival—232
—shave patent—461
—shaving cream suit—449
—valve, New . . . —228
Aid to Pharmaceutical Calculations, by M. E. Bolton, book reviewed—124
Air, Package delivery by . . . —369
Albert Albek—451
Alcohol, Additive for rubbing . . . —207
—drawback, New monthly . . . rules issued 464
—sulfate, New . . . —423
Alkalines, Immersion heater for . . . —51
Allura Mascara Co. taken over by Countess Maritza Cosmetic Co.—395
American Alcolac Corp. relocates offices—68
American Chemical Society's Eighth National Chemical Exposition—147
American Council of Commercial Labs. Meets Nov. 4-7—42
American Dental Assn. finds dentifrices picked by taste—456
—panel belittles dentifrices—299
American Medical Assn. Committee on Cosmetics accepts Bobbi Home Permanent—465
American Society of Perfumers—463
American Women, Cosmetic Buying Behavior of . . . —277
Among Our Friends—71, 151, 235, 305, 313, 395, 467
An Unfortunate NARD Tax Resolution, an editorial—451
Analysis, Infrared . . . —24
Anethol, Pimento Leaf Advance—399
Angelique Showers Paris with Perfumed Rain—41
Annual soap, detergent industry meeting to stress sales—379
Antell ad claims, F. T. C. bans . . . —463
Anti-enzyme dentifrice claims examined—461
—dentifrice claims, F. T. C. reported investigating . . . —393
—material—293
—toothpaste discussed—301
Anti-enzymes—337
Antioxidants, Essential oil . . . —423
Ants, The Odour Trails of . . . —108
Aqualized hair wave set—369
A&P to install 250 additional beauty departments in the East—305
Argentinian oil lemon imported by D&O—462
Arithmetic of Pharmacy, by Charles H. Stocking, book reviewed—124
Aromatics for Foods, Synthetic . . . by L. Benezet—429
Arrow Labs, Inc. occupies new quarters—305
Art and Science of Fixation, French—109
Assn. of Consulting Chemists and Chemical Engineers, Inc. elects officers—393
Associated Drug and Chemical Industries of Missouri—301
Atlas Powder Co.—465
Atomizers, Fragrant mist . . . —207
Australasian import rules seen forcing local packaging—68
Automatic filling machine—207
—lid sealing machine—51

Babb, Jervis J.—68
Baking and Pudding-Powder, Vanilla-Sugar and Baby Food, by Karl Schiller, book reviewed—124

Barbasol Co. ends free goods deal, raises Fair Trade prices—462
Barton, Roger, How Cosmetic Firms Allocate Advertising Funds—349
How Mathes Merchandized Cutex Products—281
Base for detergents—207
Basic Chemicals, Vanilla Strong—239
Batching scale, New . . . —371
Bay Park Boat Service to enter perfumery field—305
Bay rum, sage hair tonic—177, 179
Beauty Salon Week deserves attention, comment—439
Behavior, Cosmetic Buying . . . of American Women—277
Bellavia, Joseph V.—232
Bellefontaine, Albert—149
Belt conveyors, Metal . . . —140
Benzet, L., Synthetic Aromatics for Foods—429
Bernard, Rene E.—147
Better Business Bureau on House to House Sales, an editorial—285
BIMS member-guest tournament at Sleepy Hollow July 22—56
BIMS of Boston—233
—awards prizes at final golf tournament—303
—complete their golf tournament of year—303
—golf match—64
BIMS Schultes Memorial Tournament—305
Bishop, Hazel—69
Bishop, Miss Hazel—233
Bolton, M. E., Aids to Pharmaceutical Calculations, book reviewed—124
Book reviews—124, 388
Boric Acid—337
Bosses Give Okay to Fragrance in Office, an editorial—449
Bottle capacity tolerance—261
—line, New polyethylene . . . —228
Bottles, Dummy display . . . —293
—Filling labeled . . . —440
—Metal . . . —421
Box, patented rosette hinge box—369
Bran Oils, Cereal . . . —453
Braun Hobar Corp. Buys Kampas Mfg. Co.—68
Brazil, Givaudan aromatics plants opened in . . . —462
Breath deodorant incorporated in new lipstick—460
Bullock, J. F., Canadian Toilet Goods Mfrs. Assn. president—69
Bush, Hamilton Brinsley, obituary—469
Bush, Jr., B. T. goes to Midland for Dow Chemical Co.
Bush & Co., Ltd., W. J. . . . appoints H. W. Vernon to board of directors—231
Business at High Levels—29
—census funds cut by Congress committee—233
—Outlook Looks Bright, an editorial—215
Buyers, What the Retail . . . Report—37, 119, 217, 289, 367, 445
Buying and Selling—428
—The Package for Impulse . . . —25
—Behavior, Cosmetic . . . of American Women—277

California Cosmetic Assn.—305
Canadian reports sees Procter & Gamble trade restrictions—42
Canadian Toilet Goods Mfrs. Assn.—123, 149
Candy industry's sanitation seminar—303
Capito, Friedrich, obituary—397
Carter Products gains foam shave patent, sues rivals—461
Cartridge demineralizer—129
Casullo, John I.—463
Census funds, Congress committee cuts out business . . . —233
Census Statistic Needed by American Business, an editorial—45

Cereal Bran Oils, by Paul I. Smith—453
Certified colors may be removed from F.D.A. list—461
Chapin, Herbert—68
Charabot president reports Grasse industry booming—464
Charles Antell advertising claims attacked—36
Chemical and Allied Industries Assn. of Michigan—56, 64, 464
—golf match—233, 299
—holds Christmas party—462
Chemical Industries Hold 24th Exposition—301
Chemical Industries Show in Philadelphia Nov. 30-Dec. 5—42
Chemical Specialties Mfrs. Assn.—68, 232
Chemicals and Flavors, by Dr. Morris B. Jacobs—455
—Food . . . —223
Chemistry Is Asking: How Big Is Big?, an editorial—127
Chemists, A Distinguished Home for the Cosmetic . . . , an editorial—285
Chesapeake Industries, Inc. buys Lady Esther, Ltd.—461
Chicago Chapter of the Society of Cosmetic Chemists—305
—installs new officers—460
Chicken Flavor—132
Chlorophyll—112
—demand falls below expectations—299
—Held an Excellent Contact Deodorant—275
Chop It Off—144
Christmas Packaging and Promotions—200
CIBS luncheon, Stephen L. Mayham honored at . . . —391
Clark, S. I., new DCAT chairman—301
Cleansing cream formula—17
Clerk Service in Supermarkets—312
Closures, Light-weight metal . . . —129
Coconut Oil Liquid Soap, Comparative Viscosities of . . . by R. B. Trusler—57
Coffee flavor, Synthetic . . . —369
Cold wave neutralizer—99
Colgate-Palmolive Co. new name of Colgate-Palmolive-Peet Co.—467
Collapsible tube squeezer—293
Collections, Cosmetic Excise Tax . . . —24, 108, 192, 312, 348, 432
Colloid, New hydrophilic . . . —293
Colors may be removed from F.D.A. certified list—461
Companhia Brasileira Givaudan opens aromatics plant in Brazil—462
Comparative Viscosities of Coconut Oil Liquid Soap, by Dr. Ralph B. Trusler—57
Condenser Service & Engineering Co., Inc. absorbed by Consolidated Products Co., Inc.—233
Congress committee cuts business census funds—233
Congress expected to act on cosmetics pre-testing—216
Consolidated Products absorbs Condenser Service & Engineering Co., Inc.—233
Contact Deodorant, Chlorophyll Held an Excellent—275
Contract packaging—129
Controversy brewing over post office plan, an editorial—365
Conveyors, Metal belt—140
Cooperative advertising plans of soap companies ruled lawful—42
Cork Powder Detergents, by Paul I. Smith—453
Cortney, Philip—232
Cosmetic Buying Behavior of American Women, by Edward Sagarin—277
—Chemists, Distinguished Home for the . . . —285
—honor Dr. Klarmann—363
—Excise Tax Collections—24, 109, 192, 312, 348, 432
—How . . . Firms Allocate Advertising Funds, by Roger Barton—349
—Preparations, Testing . . . —113
—Progress, Twenty-Five Years of . . . by M. G. deNavarre—265

- Retailing Course Is Offered, an editorial—215
- retailing course offered by City College of New York—233
- survey, Searching for trends in . . . , an editorial—363
- Cosmetics, Infrared Analysis for . . . —181
- Liquid . . . —339
- pre-testing—216
- Promoted for the Youngsters, an editorial—287
- Soap, Perfumery & . . . Year Book and Buyers Guide, edited by F. V. Wells, book reviewed—388
- Use of Sea Water in . . . —193
- Cosmetology, Formulary of Perfumery and of . . . , by R. M. Gattefosse, book reviewed—388
- Coty advertising campaign—393
- appoints Dr. T. H. Rider director of cosmetic research—71
- buys controlling interest in Lucien Lelong companies—69
- sales meeting—232
- Coty-sponsored fashion awards presented—395
- Coucheret, M. G., of Charabot, reports Grasse industry booming—464
- Coumarin, F.D.A. and . . . —97
- substitute—48, 371
- the Story of A Healthy Reaction, an editorial—45
- The Toxicity of . . . —53
- use restricted—36
- Countess Maritza Cosmetic Co. takes over Allura Mascara Co.—395
- Court rules clear labeling no exemption from formulas—137
- rules on use of word "free", Jeris Hair Tonic claims—68
- Cream—17
- claims—99
- depilatory formula—423
- formulation—179
- ingredients, Night . . . —423
- sachet formula—339
- shampoos—263
- Creams, Drying of . . . —99
- Skin lifting . . . —423
- Credit, NWDA Issues Warning on . . . , an editorial—287
- Cuba places 5-10 per cent on toilet goods—464
- Current Rulings—36
- Cutex Products, How Mathes Merchandized . . . —281
- Dandruff, Etiology of Infectious . . . —19
- DCAT chairman elected—301
- DCAT of New York Board of Trade annual meeting September 24-27—41
- Delivery by air, Package . . . —369
- Demand Brisk, Prices Stable—471
- Dermith, R. L.—231
- deNavarre, M. G., Desiderata—15, 97, 177, 261, 337, 421
- Twenty-Five Years of Cosmetic Progress—265
- Dentifrice and flavor—449
- Anti-enzyme . . . claims examined—461
- notes—337
- Dentifrices—231
- A.D.A. panel belittles . . . —299
- picked by taste, A.D.A. finds—456
- Spotlight Again on . . . , an editorial—285
- Deodorant, Breath . . . incorporated in new lipstick—460
- Chlorophyll Held an Excellent Contact . . . —275
- New all-purpose—371
- soaps—337
- Spray . . . —99
- Depilatory, Cream . . . formula—423
- formulation—423
- Derivatives, Water Dispersible . . . , by G. J. King—425
- Desiderata, by M. G. deNavarre—15, 97, 177, 261, 337, 421
- Desires, Jean—232
- Detergency Evaluation—24
- Detergent, soap industry meeting—379
- Synthetic . . . , soap sales rising, survey shows—462
- Detergents, Base for . . . —207
- by Donald Price, book reviewed—388
- Cork Powder . . . —453
- Developments in the Flavor Field—373
- New Products and . . . —293
- in the Natural Flower Oil Industry, Recent . . . —101
- Dieterich, F. Semler, obituary—77
- Display bottles, Dummy . . . —293
- Test of Point of Purchase . . . 270
- Disposable powder puffs—369
- Distinguished Home for the Cosmetic Chemists, an editorial—285
- Dr. Emil Kermann-S.C.C. Medalist—437
- Dodge & Olcott—137
- celebrates expansion with open door party—463
- opens Toronto office—393
- sales meeting—465
- starts to import Argentinian oil lemon—462
- Drawback payments—231
- Druz, Chemical and Allied Trades Assn. of St. Louis, Officers of . . . —151
- Druz, Cosmetic & Chemical Credit Men's Assn. elects new officers—303
- outing—63
- Drugstore Outlets Alive and Kicking, an editorial—216
- top toiletries outlet, survey shows—112
- Drum warmers—423
- Dry mixing in laboratory—369
- Drying of creams—99
- Dummy display bottles—293
- Dunne Sr., William H., obituary—313
- duPont aromatic and compound business sold to Rhodia, Inc.—389
- Dupree, Grady, obituary—153
- Duvell's—107
- Eaton, George—107
- Editorial—"WE", The . . . —43, 125, 215, 285, 363, 449
- Egg Oil—177
- Electronic laboratory mixer—371
- Elmer E. Mills Corp. to expand bottle operations—64
- Elmo, Inc. expands sales staff—467
- Rumors of sale of . . . held unfounded—389
- Employees Purchase Controlling Interest, an editorial—125
- Emulsion Formulation, Ten Tips to Help Insure Good Results in . . . —353
- Emulsions—17
- Englishman Goes to Europe, by F. V. Wells—271
- Esquire Predicts Good Holiday Volume, an editorial—127
- Essential oil antioxidants—423
- fungistats—261
- Essential oils, Functions of . . . explained—301
- in Flavors, by W. F. Reis—133
- Ethereal Oils, The . . . , by Robert Leimbach and Konrad Bornot, book reviewed—124
- Ethylene wax—337
- Etiology of Infectious Dandruff, by G. F. Reddish—19
- Europe, An Englishman Goes to . . . , F. V. Wells—271
- Excise Tax Collections, Cosmetic—24, 108, 192, 312, 348, 432
- Factor, Jr., Max—70
- Fair Trade—24, 64, 147
- and McGuire Act Upheld by Appeals Court—36
- Keep Informed on . . . , an editorial—287
- Receives Continued Support, an editorial—45
- Study Is Welcome News, an editorial—216
- Fashion awards, Coty-sponsored . . . presented—395
- Fast pH checks—293
- Fats and oils chemicals viewed as cosmetic material sources—379
- Fats, Hydroxylated . . . , by P. I. Smith—377
- F.D.A. and Coumarin—97
- considers removing colors from certified list—461
- F.T.C. examine anti-enzyme dentifrice claims—461
- plant inspection law—232
- prohibits use of coumarin flavor in foods—36
- Federal sales tax should be avoided, an editorial—363
- Federation of Jewish Philanthropies—391
- secure help from industries members—467
- Fellow Who Has to Be Shown, The . . . —355
- Few Frank Words About Pricing Policies, A . . . , an editorial—216
- Filler, New semi-automatic . . . —371
- Portable low cost . . . —292
- Filling labeled bottles—440
- Filling machine, Automatic . . . —207
- Film process combines odors with subject matter—1
- Filters, Space saving . . . —207
- Fixation, French Art and Science of . . . —109
- Flacons, New Square shaped . . . —228
- Flavor Comes First in Dentifrice Choice, an editorial—449
- Field, Developments in the . . . , by Morris B. Jacobs—373
- perfume output down 7 per cent in '52—69
- Section—53, 131, 223, 295, 373, 455
- Synthetic coffee . . . —369
- Flavored Notes—56, 224
- Flavoring Materials, Nomenclature of . . . , by Dr. Morris B. Jacobs—455
- Materials, Toxicity and . . . , by M. B. Jacobs—131
- Flavors, Chemicals and . . . —455
- Essential Oils in . . . —133
- Food, Chemicals and . . . —223
- Foods and . . . —456
- Sweetening Agents for . . . , by M. B. Jacobs—295
- Floor truck—140
- Floral Products Situation, Natural . . . —33
- Florasynth Labs., Inc. introduces products at Institute of Food Technologists meeting—233
- Flower Oil Industry, Recent Developments in the Natural . . . —101
- Recent Developments in the . . . —185
- Food, Chemicals and Flavors, by M. B. Jacobs—223
- Food Colours Ltd., Montreal renamed Food Products Ltd.—305
- Foods and Flavors, by Dr. Morris B. Jacobs—456
- Synthetic Aromatics for . . . , by L. Benezet—429
- For Prompt Disposition of F.T.C. Cases, an editorial—43
- Foragers hold annual meet—71
- Formula, Cream sachet . . . —339
- Formulary of Perfumery and of Cosmetology, by R. M. Gattefosse, book reviewed—388
- Formulas, Request for . . . —339
- Formulation, Depilatory . . . —423
- Ten Tips to Help Insure Good Results in Emulsion . . . —353
- Foster D. Snell reports on radioactive decontamination—56
- Fragrance Foundation conducts perfume, fragrance seminars—301
- names new members to committees—71
- releases film for TV—460
- Fragrance in Offices—449
- Fragrant mist atomizers—207
- "Free", F.T.C. revises policy on the use of the word . . . —299
- What Does . . . Mean in a Free Country, an editorial—287
- French Art and Science of Fixation—109
- Freon 114 supply diverted—287
- Fritzache Flavor Booth—56
- F.T.C.—64
- attacks Charles Antell advertising claims—36
- calls meeting to consider new trade rules—462
- drops Wildroot advertising allowance case—449
- examiner bans Antell ad claims—463
- F.D.A. examine anti-enzyme dentifrice claims—461
- policy on longer lasting lipstick advertising—36
- relaxes rule on push money—36
- reported investigating anti-enzyme dentifrice claims—393
- revises its policy on the use of the word "free"—299
- studies sales plans of cosmetic manufacturers—36
- to rule on Hayr hair-growth advertising claims—299
- Fritzach Brothers, Inc.—123
- From the Sidelines—439
- Funds, How Cosmetic Firms Allocate Advertising . . . , by Roger Barton—349
- Gattefosse, R. M., Formulary of Perfumery and of Cosmetology, book reviewed—388
- Geigy Chemicals Corp. and Geigy Co., Inc. merged—467
- Geigy Co., Inc. and Geigy Chemical Corp. merged—467
- Givaudan aromatics plant opened in Brazil—462
- party, Industry leaders meet at . . . —464
- Givaudan-Delawanna, Inc. Atlanta office in new, larger quarters—462
- offers customers laboratory use—393
- opens new, expanded Detroit office—467
- Glare, Protection against . . . —207
- Glycerine Producers' Assn. to hold second research competition—61
- Goby: Why Grasse floral products remain supreme—391
- Goldschmidt, Dr. H. Mettenleiter, Dr. M. W., and Kuehns, E. G., Use of Sea Water in Cosmetics—193
- Gomiero, A. J., British agents for Etc. V. Mane Films, moves—462
- Gone Are the Odors of Yesteryear, an editorial—127
- Good Manners—33
- Granville, Charles—41
- Grasse, France, report—33
- Grasse floral products—391
- industry booming, Charabot president reports—464
- market situation—351
- Green, Annette—39
- Guenther, Dr. Ernest . . . Recent Developments in the Natural Flower Oil Industry—101
- Recent Developments in the Natural Flower Oil Industry—185
- Guerlain, Inc.—151
- Guest Pac Corp. distributes cosmetic kits in hospitals—42
- Hair pomade—423
- tonic—179
- wave-set, Aqualized . . . —369
- Hand skin diseases—352
- Handling materials—49
- Harriet Hubbard Ayers holds annual sales meeting—68
- Harris, Dr. Milton, views keratin chemistry for Chicago S.C.C.
- Heat exchanger, Inexpensive . . . —51
- Helene Pessl, Inc. opens \$300,000 plant—391
- Help the Wholesaler—282
- Hemingway, Edward D.—464
- Hercules Powder Co. New York sales offices in new quarters—462
- Herrick, George, The Package for Impulse Buying—25
- Heyden Chemical Corp. opens new Cincinnati branch office—467
- Higher fatty alcohols—263
- Hinge box, Patented rosette . . . —369
- Hints for Improving Production—49, 139, 207, 292, 371, 440
- Hoffman, Inc., William A., represents five European producers—465
- Hoffman, Theodore H., obituary—397
- Holiday Greetings to Our Readers, an editorial—449
- Homogenizing, Ultrasonic—421

Houbigant's salesmen lauded at annual meeting—147
House of Tangee Celebrates an Anniversary—29
House to house sales, Better Business Bureau on . . . an editorial—285
Housewives hld most prone to skin diseases of hands—352
How Accurate Can a Survey Be?—285
—Cosmetic Firms Allocate Advertising Funds, by Roger Barton—349
—Maths Merchandized Cutex Products, by Roger Barton—281
—to Make Space Produce Profit—139
Hudnut divides foreign operations into three divisions—70
Hugues, Aug. J., Production of Lavendar—433
Hutchins, Harold, and Keeley, C. R., honored by Philadelphia Cosmetic Assn.—235
Hydrophilic colloid, New . . . —293
Hydroxylated Fats, by P. I. Smith—377

Illuminator for steam gages—51
Immersion heater for alkalines—51
Improving Production, Hints for . . . —49, 139, 207, 292, 371, 440
Impulse Buying, The Package for . . . —25
Industry leaders meet at annual Givaudan party—464
—representatives urge repeal of 20% tax—231
Inexpensive Heat Exchanger—51
Infectious Dandruff, Etiology of . . . —19
Infrared Analysis—24
—Analysis for Cosmetics, by Paul A. Wilks—181
International Giftware Show—42
It Droppeth As the Perfumed Rain, an editorial—127

Jacobs, Dr. Morris B., Chemicals and Flavors—455
—Developments in the Flavor Field—373
—Food, Chemicals and Flavors—223
—Foods and Flavors—456
—Nomenclature of Flavoring Materials—455
—Sweetening Agents for Flavors—295
—Test Market—455
—The Toxicity of Coumarin—53
—Toxicity and Flavoring Materials—131

Karas, Dr. Stefan A., Role of Active Ingredients—31
—Testing Cosmetic Preparations—113
Keeley, C. R. and Hutchins, Harold, honored by Philadelphia Cosmetic Assn.—235
Keep Informed on Fair Trade, an editorial—287
Kennedy, John R.—149
King, George J., Water Dispersible Derivatives—425
—honored by cosmetic chemists, an editorial—363
—S.C.C. Medalist—437
—S.C.C.'s 1953 medalist—389
Klinger, Georgette, plans custom-blended powder sales in drugstores—69
Klug, Theodor, The Technology of Soap Powder and Powdered Washing Material, book reviewed—124
Kolmar-Wilckens—123
—constructing new Montreal cosmetics plant—64
Kuehns, E. G., H. Goldschmidt, Dr. H., and Mettenleiter, Dr. M. W., Use of Sea Water in Cosmetics—193

Labels, Smudge-Proof—129
Laboratory Book for the Perfumery Industry, A . . . by Dr. Oscar Simon, book reviewed—124
—mixer, Electronic . . . —371
Lady Esther sale awaits court decision—232
—sold to Chesapeake Industries, Inc.—461
Lambert Pharmaceutical Co.—231
—Antizyme opens fall dentifrice race—231
—antizyme toothpaste requires two-shift production—164
Lanolin—177
—derivatives—425
—Liquid—97
—New . . . oil—337
Lanolins, Water-soluble . . . —369
Lansing Foundation to obtain Lady Esther, Ltd.—461
Lavender, Production of . . . by Aug. J. Hugues—433
—Sample Fair—147
Leimbach, Robert, and Bornot, Konrad, The Etheral Oils, book reviewed—124
Lemon, Argentinian oil . . . imported by D&O—462
—Oil Reported at Record High—155
Light-weight metal closures—129
Lilac perfume—263
Lipstick advertising—36
—with breath deodorant—460
Lipsticks, Smear-proof . . . —421
—"Sweating" of . . . —263
Liquid cosmetics—339
—cream shampoo—179
—creme sachet—263
—Lanolin—97
—Soap, Comparative Viscosities of Coconut Oil . . . —57
Literature, Processing—51, 140

Literature, Trade—48, 129
Lloyd Wood, Canada, appointed by Ogilvie Sisters—391
Lucien Lelong companies controlling interest bought by Coty—69

Making Executives—184
Management, Suggestions for . . . —276
Manufacturer, Small . . . —449
Market Active, Vanilla Gains—79
Market, Prices in the New York . . . —80, 156, 240, 316, 400, 472
—Report—79, 155, 239, 315, 399, 471
—research role is clearly defined, an editorial—363
Materials, Handling of . . . —49
—Nomenclature of Flavoring Materials, by Dr. M. R. Jacobs—455
Mathes, How . . . Merchandized Cutex Products, by Roger Barton—281
Maurer, E. S., Non-Floral Perfumes—341
Mayham, Stephen L., honored at CIBS luncheon—391
McGuire Act expected to be tested before Supreme Court—301
McNamara, James H.—123
McNary, John G.—145, 147
Medical Assn. on Chlorophyll—112
Merchandized, How Mathes . . . Cutex Products, by Mathes—281
Metal Belt Conveyors—140
Metal bottles—421
Mettenleiter, Dr. M. W., Kuehns, E. G., Goldschmidt, Dr. H., Use of Sea Water in Cosmetics—193
Mill, New Laboratory . . . —293
Milling, Plodding and Transparency, by Paul I. Smith—377
Millipores, new filtering medium—51
Mist atomizers, Fragrant . . . —207
Mixer, Electronic laboratory—371
Mixing, Dry . . . in laboratory—369
Modern Door to Door Selling—184
Moncrieff, R. W., The Odour Trails of Ants—108
More on Coumarin—97
More on Perfumery—A Worthy Contribution, an editorial—287
Multiple addressing of container—51

Nail polish remover rules revised by New York fire department—303
National Ad Tie-Ins—312
National Beauty & Barber Manufacturers Assn.—41
—convention elects officers for 1953-1954—233
—directors' dinner-meeting—305
—executive committee members—395
—Mrs. Martha Wood in . . . Washington office—395
—12th annual conference—42
National Beauty Salon Week—451
Natural Floral Products Situation—33
—Flower Oil Industry, Recent Developments in the . . . —101
—Flower Oil Industry, Recent Developments in the . . . —185
Nauvatzuk Chemical Div., U. S. Rubber Co., bought by Roubeche, Inc.—461
NWDA Issues Warning on Credit, an editorial—287
New Abrasive Method for Treating Skin Defects—428
—Aerosol Valve—228
—alcohol sulfate—423
—all-purpose deodorant—371
—batching scale—371
—Deodorizer for Soap, by P. I. Smith—377
—Editor at the Helm, A . . . an editorial—43
—hydrophilic colloid—293
—industrial wiper—292
New Jersey Court: Interstate Trade Not Bound by Fair Trade Law—147
New laboratory mill—293
—lanolin oil—337
—N.B.B.M.A. executive committee members announced—395
—osmometer—440
—Packaging and Promotions—34, 116, 211, 283, 357, 442
—Products—228
—Products and Developments—48, 129, 293, 369
—rules govern T.G.A. convention, an editorial—365
—semi-automatic filler—371
—square shaped flacons—228
—Stick Shaving Soap, Planning a . . . —453
New York Board of Trade, DCAT section—41
—Fire Dept. revises nail polish remover rules—303
New York Market, Prices in the . . . —80, 156, 240, 316, 400, 472
News and Events—69, 147, 299, 389, 423, 461
No Slate Fair Trade Laws Revealed—144
Nomenclature of Flavoring Materials, by Dr. Morris B. Jacobs—455
Non-Floral Perfumes, by E. S. Maurer—341
Notes—97, 177
—Dentifrice . . . —337

Obituary—77, 153, 237, 313, 397, 469
Odour Trails of Ants, The . . . by R. W. Moncrieff—108

Of Floats and Fragrance—107
Ogilvie Sisters appoint Lloyd Wood in Canada—391
Oil, New lanolin . . . —337
Oils, Aromatics Demand Rising—315
—Cereal Bran . . . —453
Ointment manufacture—99
On Hiring Employees—352
On the Passing of Colleague and Friend, an editorial—45
Once More on the Coumarin Question, an editorial—125
One Suit Begun, One Decision Awaited, an editorial—449
Osmometer, New . . . —440
Our Favorite Ad Slogan of the Current Year, an editorial—216
Owens-Illinois Glass Co. promotes three executives—70
—starts research center—151

Package and Mass Selling, The . . . —184
—delivery by air—369
—design elements—348
—for Impulse Buying, The . . . by George Herrick—25
Packaging and Labeling—108
—and Promotions, Christmas . . . —200
—and Promotions, New . . . —34, 116, 211, 283, 357, 442
—Contract . . . —129
—that Retailers Like—432
Parfums Weil returns to the American market—151
Parlo Perfumes, Inc. moves to New York address—68
Parkinson, George, of Parkinson Perfumes, dies—460
Patented rosette snap hinge box—369
Penick, S. B., honored—305
Penn-Drake 75th anniversary brochure published—465
People Who Sell—107
Perfume sold through vending machines subject to excise tax—36
—vending machines—299
Perfumers get bee's eye view of American wild flowers—463
Perfumery, Formulary of . . . and of Cosmetology, by R. M. Gattefosse, book reviewed—388
—Soap . . . & Cosmetics Year Book and Buyers Guide, edited by F. V. Wells, book reviewed—388
Perfumes, Non-Floral, by E. S. Maurer—341
—Stability of Soap . . . —145
Prhydroqualene—15
Pfeiffer, Gustavus A., obituary—237
pH checks, Fast . . . —293
Philadelphia College of Pharmacy and Science holds public demonstrations—462
Philadelphia Cosmetic Assn.—235
Philanthropic organization honors 14 retail buyers—391
Pigmentation of the Skin—24
Planning a New Stick Shaving Soap, by Paul I. Smith—453
Plant inspection law, F.D.A. . . . —232
Plastic collapsible tube, New . . . —48
Plasticizers for Soap, Use of . . . —145
Plastikhold-expansion anchor—51
Plating process, vacuum . . . —207
Plodding, Milling . . . and Transparency—377
Plough Corp. buys radio station WJJD—467
Point-of-purchase advertising—440
—Display, Test of . . . —270
Polak & Schwarz, Inc.—56, 232
Polyethylene bottle line, New . . . —228
Pomadé, Hair . . . —423
Portable low cost filler—292
Poses, Jack L.—71
—heads philanthropic campaign—299
Post office plan, Controversy brewing over . . . an editorial—365
Powder Detergents, Cork . . . —453
—puffs, Disposable . . . —369
Preservatives—261
Pre-testing, Cosmetics . . . —216
Price, Donald, Detergents, book reviewed—388
Prices in the New York Market—80, 156, 240, 316, 400, 472
Processing Literature—51, 140
Procter & Gamble Co.—42
Product Duplication Deserves Study, an editorial—451
Production, Hints for Improvin . . . —49, 139, 207, 292, 371, 440
—of Lavender, by Aug. J. Hugues—433
Products and Developments, New . . . —293
Profit-sharing—231
Progallin P supplier—263
Progress Twenty-Five Years of Cosmetic . . . by M. G. deNavarre—265
Promotions, Christmas Packaging and . . . —200
—New Packaging and . . . —34, 116, 211, 283, 357, 442
Protection against glare—207
Public Relations—352
Purchasing agent looks at salesmen—464
Push money rule relaxed—36

Questions and Answers—17, 99, 179, 263, 339, 423
Questions of Ethics in Advertising Are Raised, an editorial—216

- Radioisotopes—140
- Recent Developments in the Natural Flower Oil Industry, by Dr. Ernest Guenther—101, 185
- Reddish, George F., Etiology of Infectious Dandruff—19
- Reilly, James A., obituary—153
- Reis, W. F., Essential Oils in Flavors—133
- Rejuvenating serums—15
- Request for formulas—339
- Retail Buyers Report, What the . . . —37, 119, 217, 289, 367, 445
- Retailers, Packaging that . . . Like—432
- Retailing course, Cosmetics . . . offered by the City College of New York—233
- Returned Goods—A Perplexing Problem, an editorial—125
- Revlon licenses Israel firm to manufacture its products—69
- Reynaud Ltd. organized—460
- Rhodia, Inc. buys duPont aromatic and compound business—389
- Rhodia, Inc. buys duPont aromatic interests—451
- Rider, Dr. T. H.—71
- Rob Roy Labs. at new address—42
- Role of Active Ingredients, by Dr. Stefan A. Karas—31
- Roubechez, Inc. buys Naugatuck Chemicals Div., U. S. Rubber Co., aromatic chemicals department—460
- Rubbing alcohol, Additive for . . . —207
- Rubin, Samuel—71
- Rubinstein-sponsored Italian art show on tour through U.S.—395
- Rulings, Current—36
- Rumors of sale of Elmo, Inc. unfounded—389
- Rystan Co. files claim against Colgate's Chlorophyll—232
- Sachet, Cream . . . formulas—339
- Liquid creme—263
- Safety step ladders—292
- Sagarin, Edward—465
- Cosmetic Buying Behavior of American Women—277
- Sage hair tonic—179
- Sales, Better Business Bureau on House to House . . . an editorial—285
- plans, cosmetic . . . studied by F.T.C.—36
- promotion, Signs for . . . —293
- Surveys and Regional Variations, an editorial—43
- tax, Federal . . . should be avoided, an editorial—363
- Salmon Are Guided by Sense of Smell, an editorial—127
- Sampler—65, 141, 225, 309, 385, 457
- Sanders, Ray—232
- Scale, New batching . . . —371
- S.C.C. announces program for December 10 meeting—389
- Chicago chapter installs new officers—460
- Medalist: Dr. Emil Klarmann—437
- 1953 medalist: Dr. E. G. Klarmann—389
- Schiller, Karl, Baking and Pudding-Powder, Vanilla-Sugar and Baby Food, book reviewed—124
- Schwegmann Bros.—56
- Sea Water in Cosmetics, Use of . . . —193
- Searching for trends in cosmetic survey, an editorial—363
- Sees shift in purchasing by country's majority—365
- Selling, Modern Door to Door . . . —184
- to the government—293
- Semi-automatic filler—371
- Senator Wants an Aspirin, The . . . , an editorial—127
- Separation—17
- Shampoo—179
- and hair conditioner in pill form—460
- freight rate—42
- ingredients—339
- manufacturers freight committee organized—235
- manufacturers seek way for lower freight rate—379
- Thioglycolate—263
- Shampoos, Cream—263
- Shave, Aerosol . . . patent—461
- Shaving cream, Aerosol . . . —449
- Soap, Planning a New Stick . . . —453
- Shelf tests, Accelerated—179
- Shulton places grant for chemistry fellowship—391
- Signs for sales promotion—293
- Skin defects, New abrasive method for treating—428
- Diseases of hand—352
- "Skin lifting" creams—423
- Skin, Pigmentation of—24
- protective cream—293
- Secretion—261
- Small Manufacturer, The . . . Is Worth Saving, an editorial—449
- Smear-proof lipsticks—15, 421
- Smell-Orama—41
- Smith, Paul I., Cereal Bran Oils—453
- Cork Powder Detergents—453
- Hydroxylated Fats—377
- Milling, Plodding and Transparency—377
- New Deodorizer for Soap—377
- Planning a New Stick Shaving Soap—453
- Use of Plasticizers for Soap—145
- Smith, R. W., Testing of Measuring Equipment, book reviewed—124
- Smudge-Proof Labels—129
- Soap, Comparative Viscosities of Coconut Oil Liquid . . . —57
- Soap, detergent industry meeting to stress sales—379
- new Deodorizer for . . . —377
- Soap, Perfumery & Cosmetics Year Book and Buyers Guide, edited by F. V. Wells, book reviewed—388
- Soap Perfumes, Stability of . . . —145
- Planning a New Stick Shaving . . . —453
- sales down, synthetic detergents sales up—232
- Section—57, 145, 229, 377, 453
- synthetic detergents sales rising, survey shows—462
- Use of Plasticizers for . . . —145
- Soaps, Deodorant—337
- S.C.C., Chicago Chapter of . . . —305
- of Great Britain elects officers, council members—42
- Sources of materials—339
- Southern Comfort Corp. Ties in with Soft Drink Producers—56
- Space saving filters—207
- Using . . . —139
- Spotlight Again on Dentifrices, an editorial—285
- Spray deodorant—99
- Squeezer, Collapsible tube . . . —293
- Stability of Soap Perfumes—145
- Steam gages, Illuminator for—51
- Stein, Joseph—232
- Step ladders, Safety . . . —292
- Stick Shaving Soap, Planning a New . . . —453
- Stocking, Charles H., and Cataline, Elmon I., Arithmetic of Pharmacy, book reviewed—124
- Storage tanks—207
- Story Is Told by Price Statistic, A . . . , an editorial—43
- of an "expense account"—192
- Structural steel framing member—440
- Substitute for coumarin—371
- Suggestions for Management—276
- Sun screen—15
- Supermarkets, Clerk Service in . . . —312
- Survey, Searching for trends in cosmetic . . . an editorial—363
- shows buyers expect increased perfume sales—69
- Shows Drug Stores Top Toiletries Outlet—112
- Takers Get a Perfect Score, an editorial—451
- Surveys Require Careful Interpretation, an editorial—451
- Sales . . . an editorial—43
- Swartout, Les—41
- "Sweating" of lipsticks—263
- Sweetening Agents for Flavors, by M. B. Jacobs—295
- Synthetic Aromatics for Foods, by L. Benezet—429
- coffee flavor—369
- detergents sales up, soap sales down—232
- detergent, soap sales rising, survey shows—462
- organic chemistry in perfumery stressed by Edward Sagarin in lecture—465
- Talking to a Parade—275
- Tanks for storage, New . . . —207
- Taste, Dentifrices picked by . . . , A.D.A. finds—456
- Tax Collections, Cosmetic Excise . . . —24, 108, 192, 312, 348, 432
- Federal sales . . . should be avoided, an editorial—363
- repeal urged—231
- rules, Tightening of . . . planned—462
- Team Work—23
- Technical Abstracts—65, 141, 225, 309, 385, 457
- Technology of Soap Powder and Powdered Washing Material, by Theodor Klug, book reviewed—124
- Temperature Regulators, New . . . —207
- Ten Tips to Help Insure Good Results in Emulsion Formulation—353
- Test Market, by Dr. Morris B. Jacobs—455
- Test of Point of Purchase Display—270
- Testing Cosmetic Preparations, by Dr. Stefan A. Karas—115
- of Measuring Equipment, by R. W. Smith, book reviewed—124
- That Seven Billion Is A Big Figure, an editorial—287
- There Will Always Be A Beauty Parlor, an editorial—43
- Things smell good in Russia these days, comment—439
- That Never Meet the Eye—30
- Thioglycolate shampoo—263
- Three cosmetic firms gain temporary Fair Trade injunctions—64
- Tiny parts cabinets—228
- Tips, Ten . . . to Help Insure Good Results in Emulsion Formulation—353
- T.G.A. convention, New rules govern . . . , an editorial—365
- restricts annual convention to member companies—299
- Scientific Section meeting December 9—299
- Scientific Section to meet December 9—391
- Stephen L. Mayham honored at CIBS luncheon—391
- Toilet Goods Mfrs. Assn. of Canada—123, 149
- Toilet Preparations Federation—231
- Toiletry Sales Pushed in Supermarkets, an editorial—45
- Tombak, George, organizes Reynaud Ltd.—460
- Tonette Home Permanent accepted by A.M.A.—151
- Toni Co. testing three new lipstick formulas—460
- Toxicity and Flavoring Materials, by M. B. Jacobs—131
- of Coumarin, The . . . , by M. B. Jacobs—53
- Trade Association—30
- Literature—48, 129
- Paper and the Trade, The . . . , an editorial—125
- Trail of Ants, The Odour . . . —108
- Treasury, Congress leaders plan tightening of tax rules—462
- Treasury Department reveals 1950 corporation taxes—137
- Triethanolamine—17
- Truck, Low cost floor . . . —140
- Trusler, Dr. R. B., Comparative Viscosities of Coconut Oil Liquid Soap—57
- "Try before You Buy"—276
- Tube, New plastic Collapsible . . . —48
- squeezer, Collapsible . . . —293
- Tussy celebrates 25th year with record sales—467
- completes 6-day sales convention—149
- Twenty-Five Years of Cosmetic Progress, by M. G. deNavarre—265
- Two Aromatic Firms Erased from the List, an editorial—451
- Ultrasonic homogenizing—421
- power—292
- Use of Plasticizers for Soap, by P. I. Smith—145
- of Sea Water in Cosmetics, by Dr. H. Goldschmidt, Dr. M. W. Mettenleiter, and E. G. Kuehns—193
- Using triethanolamine—17
- Vacuum plating process—207
- Van Slyke, Wendell Keith, obituary—153
- Vending machines, Perfume . . . —299
- Vint, Charles R.—149
- Viscosities, Comparative . . . of Coconut Oil Liquid Soap—57
- de Vries, Charles, honored by Polak & Schwarz—232
- Walker, Edward J., obituary—313
- Warners, Drum . . . —423
- Warner-Hudnut profits up in first three-quarters—467
- Wars, Budgets and Tax Reduction, an editorial—215
- Water Dispersible Derivatives, by G. J. King—425
- separation—17
- soluble lanolins—369
- Watson, Rupert C., obituary—397
- Wave-set, Aqualized hair . . . —369
- Wax, Ethylene . . . —337
- "WE", The Editorial—449
- Webb, Richard D., elected secretary of W. J. Bush & Co.—149
- Welcome Booklet—23
- Wells, F. V., An Englishman Goes to Europe—271
- What Does "Frec" Mean in a Free Country?, an editorial—287
- the Retail Buyers Report—37, 119, 217, 289, 367, 445
- Whitman campaign—393
- Wilks, Paul A., Infrared Analysis for Cosmetics—181
- William A. Hoffman represents five European producers—465
- Winterizing Feet—144
- Winer, New industrial . . . —292
- "With Lanolin"—177
- Women, Cosmetic Buying Behavior of American . . . —277
- Women's National Exposition—301
- Women's publications, new group formed—42
- Wood, Mrs. Martha, to assist N.B.B.M.A.'s Jacob Reck—395
- Wood, Raymond D.—463
- Youngsters, Cosmetics Promoted for the . . . , an editorial—287

